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Bulletin
OF THE
National Tuberculosis Association

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# Seal Sales Organization and Sales Methods

**By Philip P. Jacobs**

The sale of tuberculosis Christmas seals depends entirely or to a very large extent upon the intensiveness of the organization created. In developing the sale of Christmas seals, two features of organization are important. First, the organization of publicity and second, the organization of the selling force.

Just as the good general sees to it that his scouts have blazed a way and informed the rank and file as to what they should do, and have laid the plan of general campaign, so the good executive secretary will have his campaign mapped out in advance and sees to it that the various subordinates understand their work before it begins. Furthermore, he will see to it that the public are informed and are sympathetic.

### Publicity

Publicity is not necessarily an article in the newspaper or one or two or ten articles. It may mean many such articles, but it means also that the slogan and the force of the Christmas seal sale must be before the people of the community morning, noon and night, that they will see it at meal times, and in between at office, at work, and at play.

The use of the printed word whether in the newspaper, in circulars, in posters, in dodgers or otherwise is of vital importance. In using prints certain fundamental principals should be noted. First, that there is a relative difference between the value of certain kinds of printed matter. A poster, for instance, is designed for the man who runs and who reads as he runs. It is not meant to tell a whole story. The circular or the dodger on the other hand is designed to be put into the hands of the man who would read. It should tell a fairly complete story, but tell it in brief, striking illustrated form if possible. The other forms of the printed word, such as the newspapers, for example, cannot tell the complete message in themselves. They tell only partial bits of it but they tell it frequently. In planning a newspaper publicity campaign, care should be taken, not only to use news, but to use feature material, such as photographs, human interest stories, etc., which will carry a partial message every day, but all of which will tell the story of the work that is being done with the Christmas seal. If the Christmas seal has worked during 1922 there must be a story to tell.

With regard to the spoken word, too much emphasis cannot be laid upon the fact that if it is possible to reach a group of people with the spoken word there is no better method of publicity. The difficulty generally is that so few people in any large community can be reached in this manner. The best plan in using the spoken word, therefore, is not to try to bring people together in a special audience, but to use ready made audiences wherever possible. There are constantly in any community scores of such audiences. The motion-picture is one, the churches are another, the schools are still another, lodges, labor unions, womens' clubs, sundry groups at noon time and scores of similar meetings. All these are ready-made and all they need is a little organization and a speaker of wit and intelligence to bring the message of the Christmas seal home. The selection of speakers for this work is of prime importance. Not every person can talk to a woman's club, and those who can are not always suited to talk to labor unions or lodges. Very few people can talk intelligently and directly to children in a way that will hold their attention and get the message over. The selection of speakers and the selection of subject matter as well as the selection of audiences is a problem of intensive organization. It pays if it is developed economically and satisfactorily, and it will get over the Christmas seal message in a more forceful way then any other method known. Usually the difficulty lies in the ability to get a sufficient corps of trained speakers to deliver the spoken word as it should be delivered. In this connection an adaptation of the Minute-Man plan used during the war days is worth considering.

In addition to the use of newspapers, the printed word in other forms, the spoken word, other methods of publicity may be grouped under the general heading of graphic methods. Such plans for reaching the public include the motion-picture, the exhibit, the special parade, etc. All are valuable as supplementing the more continuous and steady methods of publicity listed above. They should not, however, be relied upon to do the work almost exclusively. Graphic methods are valuable not only because they afford an immediate chance to reach a limited audience, but also because they in themselves create publicity. A parade, for instance, a sandwich man, an animated Christmas seal in a public park reach at the best only a small portion of the public, but the newspaper publicity generated by a stunt of this character reaches many, many more. The motion-picture is probably less likely to create publicity than the other methods of graphic display. All of these, however, may be used with good results to round out a publicity campaign.

The chief object of the publicity campaign, then, whatever method is employed, is to reach every person in the community, not once but many times with the story of the Christmas seal.

### Methods of Sale

Of equal importance with publicity concerning the Christmas seal, is the plan for selling the seals. It is not enough to arouse enthusiasm. This enthusiasm must be corralled and focused upon the purchase of Christmas seals. To do this, proper methods of salesmanship are necessary.

The mail sale plan is one method. With the seal properly cultivated by good publicity, the mail sale letter is a most effective weapon in the Christmas seal campaign. In fact, many advocates of the mail sale will say that it is indeed the one most effective plan. In a recent experience in an Armenian Relief Campaign, a Connecticut city demonstrated that the mail sale method of solicitation was by far the most effective method of getting money from the public. With a good letter with a strong appeal, a proper list and a good publicity background, the mail sale letter will produce results in almost any community.

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Just as the spoken word is by far the most effective method of publicity, so personal solicitation is by far the most effective method of selling seals if it can be rightly organized. Any person will probably respond more quickly to a personal appeal to buy seals from the right kind of solicitor than he will by a written appeal. The usual difficulty is first to secure solicitors and, secondly, to put them in touch with the right prospects. A busy banker who is solicited by an intimate club member or friend and business associate will buy seals. It is difficult, however, to get the club member or friend to solicit the busy banker. The mail sale letter is at best a poor substitute for personal solicitation, and should always be looked upon as such, as it is an indirect personal way of getting a prospect.

If, however, a group of people can be reached by friends within their own circle who will personally ask them to buy Christmas seals, this group should be properly organized. The directions for soliciting a person as well as for other methods of solicitation are given in a manual on selling seals published by the National Tuberculosis Association.

The use of booths to sell Christmas seals should be considered as a "mopping up" method. The booth is not designed to carry on large sales. It is designed to reach the transient population first and foremost—to get at large numbers of people who will buy small quantities of seals in response to an indirect personal solicitation. The booth sale is also good publicity and probably much of its value lies in that direction. Booths can be overworked by being too prominent and too much in evidence. Probably the booth sale shoul not begin until other methods of sale have been tried fairly well.

Similarly, the use of school children is for the most part, a "mopping up" method. In rural communities where the public school is the only community center this is not true. There the school children very often form the best salesmen and buyers of Christmas seals. In such states as Wisconsin, for example, the children have been a very vital factor.

All of the methods of selling seals, whether mail, booths, school children, or personal solicitation are, after all, parallel in the publicity campaign. They are designed to reach every last man with a chance to buy just as the publicity campaigns is designed to reach every last man with an appeal to buy. No one should be overlooked and every one should be given an opportunity to buy. Care should be taken to avoid soliciting by mail and in person, the same individual more than once. There is no objection to soliciting a man by mail or in person, and then asking him to buy Christmas seals at a booth or possibly from a school child. There is grave danger in asking a man to buy Christmas seals through the mail, and then afterward soliciting him with a salesman personally. The list should be so arranged that no such mistakes happen, and as it is purely a mechanical problem it can easily be handled to the satisfaction of the community.

## The Mail Sale Letter

The experience of the City of Norwalk, Conn., in a campaign in behalf of the Russian children is recited in some detail in a recent number of the *Survey*. At a meeting in one of the large motion-picture houses in town with addresses by speakers familiar with the Russian conditions, contributions from some two hundred people brought in about $345.00. A campaign by a local newspaper brought in about $200.00 more. Personal solicitation by Jews among the Jewish community raised $350.00. Then John Howie Wright, who is editor of a magazine called *Postage*, wrote a letter and sent it out to a thousand names taken from the telephone book at a cost of about $50.00. After three appeals had been made for the same subject in this community, Mr. Wright's letter brought in $450.50 or almost one-third of the total of $1,345.00 produced by the four efforts.

There are four essentials of a mail letter as Mr. Wright points out in commenting upon this experience, as follows:

The letter must catch the reader's attention in the first place; in the second place it must convince him of the merit of the cause; in the third it must persuade him that he wishes to buy the Christmas seal or whatever it offers for sale; and in the fourth place it must stimulate him to act. Below we quote Mr. Wright's letter. It is interesting to analyze this letter on the basis of these four essentials.

"I think you will agree with me that there is not a man or woman living in the City of Norwalk who would not give the very last cent they had in the world to save a baby from dying of starvation. I think you will further agree with me that there is not a single man or woman living in the City of Norwalk who would not take the clothes off his or her own back in order to save a baby from dying of cold.

"There is not the slightest shadow of a doubt that fifteen million Russian people will die during the next twelve months, of hunger.

"Whether or not the Russian government is good or bad, you know as well as I that the poor Russian people are not to blame.

"It is bad enough to see a full-grown man or a full-grown woman die for want of bread, but it is certainly a terrible thing to see a child die from hunger.

"What I am trying to do in Norwalk is to raise enough money to save a few hundred Russian babies from death by starvation.

"Every dollar feeds a child for a whole month. Every dollar that you give will feed a Russian baby for that period.

"Every parent who loves his own children will wish to subscribe to this work of saving innocent human lives. Every contribution, no matter how small, is gladly welcome and every penny of it goes to Russian children.

"This letter is being written to every person in the City of Norwalk who has a telephone. The entire expense of getting out these letters, postage, etc., is being taken care of by a voluntary subscription. Every dollar that this letter

(*Continued on page* 61)

# Seal Campaign Sales Suggestions

## Christmas Seal Newspaper Supplement

A newspaper supplement dealing entirely with the Christmas seal was issued by the Michigan Tuberculosis Association and given gratis to any newspaper in Michigan that agreed to use it as a part of any of its regular issues during the first week of December.

The newspapers of Michigan, mostly weeklies, gave the supplement a circulation of slightly under two hundred thousand. A page of plate matter was also made up for the plate-using papers of the state, which for technical reasons could not fold in the supplement. Ninety-six newspapers used these, thereby obtaining a total circulation of ninety-six thousand.

The cuts in the supplement were issued as a free mat service to the dailies which were not using the supplement, but desired to use the illustrations, and the entire supplement was sent to the mat-using papers as a clip sheet.

The Michigan Association considers that the results obtained fully justified the expense incurred.

Tuberculosis associations that can use some of the cuts made by the Michigan Tuberculosis Association, may purchase them from that organization at a very moderate price.

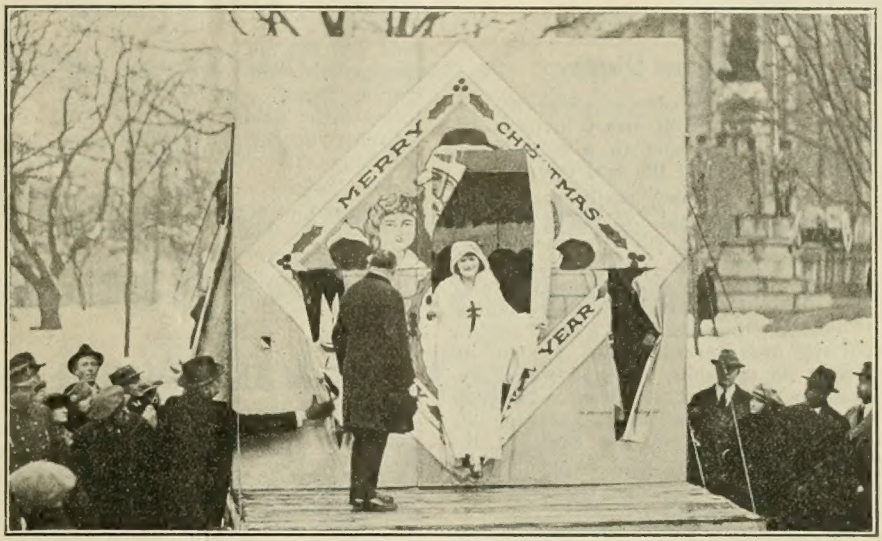
## Chicken and Christmas Seal Barter

A number of Virginia farmers exchanged some of their best roasting and frying chickens for Christmas seals. The seals were used by the farmers to decorate their Christmas mail and the chickens were auctioned off in Richmond by the Virginia Anti-Tuberculosis Association. In order to stimulate the bidding, Governor Davis delivered an impassioned appeal to the public from an improvised rostrum and the attorney general circulated among the bidders exhorting them to raise their bids for the good of the cause and their own dinner table. As a result of the publicity and splendid team work, the auctioned-off fowl brought in returns amounting to more than three times the quoted value of the best poultry on that day's wholesale market.

## Christmas Seal Booklet

A Christmas seal booklet for distribution among local associations was issued by the Ohio Public Health Association. The headings under which it imparted information regarding the sale were as follows: "Who? What? When? Why? Where? How?"

At the back of the booklet appeared a list of the seal sale committee men and women, suggestions regarding publicity, pamphlets and Christmas seal supplies.




FILM STAR BREAKS REPLICA OF CHRISTMAS SEAL AND OPENS CAMPAIGN BY AUCTIONING OFF THE FIRST SEALS

## Rotary Club "Stunt"

The Rotary Club of Columbus, O., opened the seal sale in that city with a unique and very effective "stunt."

A large replica of the Christmas seal was erected on the state capitol grounds, with a tent in the rear. At the hour set for opening the sale, Theda Bara, the film star, accompanied by two children from the local tuberculosis sanatorium who had been dressed as health crusaders, broke through the seal and proceeded to auction off the little stickers. Governor Davis of Ohio purchased the first seal for $500.00.

The "stunt" gave the campaign a splendid send-off and stimulated interest in it throughout the entire city.

## Professional Booth Saleswomen

In some communities the booth sale is apt to be a more or less unprofitable branch of the Christmas seal sale. This had to a certain extent been the experience of the New York Tuberculosis Association. It was the belief of Mr. J. Byron Deacon, Executive Secretary of the Association, however, that booth sales could be made profitable.

It so happened that the Association was unable to secure a sufficient number of volunteers for this work, a fact which led to the adoption of a new method of stimulating the sale in theaters, hotels and department stores. A representative of the Association called upon the Chorus Equity Association, for young actresses who would be willing to work for the campaign on a pay basis. The girls were to be paid $2.50 per day, for which amount they were to sell a minimum of from $10 to $20 worth of seals per day. An additional 10% was paid them if their sales ran above the twenty-dollar mark.

Hundreds of young women applied, and it was found that no sincerer or more hard working group of women had ever assisted the Association in its campaign.

The girls had to be shifted from place to place occasionally, as some would do well at a railroad terminal, for example, but would be unfitted to deal with the public that frequents an exclusive hotel. The tuberculosis movement was briefly explained to the workers; also they were warned against confusing the Red Cross with the double-barred cross of the Christmas seal. All booth workers wore white, long-sleeved uniforms with a double-barred cross on chest and cap, for it was found that a woman who sold seals dressed in street costume was frequently passed by because her clothes resembled those of hundreds of others.

The girls in charge of the hotel booths commenced work in time to catch the luncheon crowds. Those working at the popular restaurants arrived in time to catch the dinner and after-theater supper crowds. Restaurants popular during the tea hour were visited late in the afternoon, and hotels popular with after-theater supper crowds were visited until one o'clock in the morning. The reports from hotel and theater managers were highly enthusiastic regarding the professional seal saleswomen.

In order to prevent a waste of effort in the work done in the post offices of the city, a representative of the Association called on the postmaster general and secured a list of the stations where collections were likely to be so poor that it would not pay to have a worker present. It was found, too, that the terminals, although frequented by thou-

sands of people daily did not bring good results, as most commuters purchased their seals in their own communities in order to benefit the local organization.

## Window Display

An attractively decorated show window on the busiest street in town becomes a great asset to a tuberculosis association during the seal sale.

A simply lettered, easily read chart, explaining the need for funds, showing the tuberculosis death rate, the number of active cases, the percentage of school children suffering from phyiscal defects, etc., may be shown in the window. Following this should be a brief outline of the program for 1923. Human interest photographs, showing the examination of school children, a summer camp, if the Association has one, the open-air school and the work of the public health nurse may be included, if they are attractively mounted and placed in the window.

To illustrate graphically what can be done with seal sale money, easily read captions placed under the photographs may be worded somewhat like the following: "..... number of seals will pay the salary for one year of our tuberculosis nurse"; "..... number of dollars pays for the equipment of six more pupils in the open-air school."

A good local poster, as well as the National Christmas seal posters and the double barred cross will give the necessary color to the window. It should be remembered, however, that the window should be kept simple, as too much material is distracting to the eye and the busy passerby cannot stop long enough to study everything that is presented. Health bonds mounted on panels or packages of seals representing the actual amount of the goal, also add interest and hold the thought and attention of the public.

## Plays and Pageants

Plays and pageants given by school children and local dramatic societies are excellent publicity media for the seal sale.

A simplified edition of the "Spirit of the Double Barred Cross," the pageant produced by the National Tuberculosis Association, for example, would be very impressive. It should be remembered, however, that if such a production is put on, the sponsors or players, if they are adults, should be socially prominent residents of the city, as otherwise the support given through this undertaking will not be worth the expense.

A production of this kind can be made much more popular if it is followed by a dance. It should be remembered, too, that the names of persons to whom tickets are sold should be crossed from the list of the mail sale.

## Occupation Therapy Window

A show window in which a person is demonstrating an article for sale or is making something always proves an attraction to even the busiest people. For this reason, an ex-soldier engaged in basketry or some other form of occupation therapy work would not only educate the public regarding this phase of tuberculosis treatment but would also win support for the Christmas seal sale.

If a soldier or other patient cannot be secured to appear in the window, an attractive exhibit of basketry, bead work, hammered metal or jewelry, together with explanatory captions, would make a very effective window display.

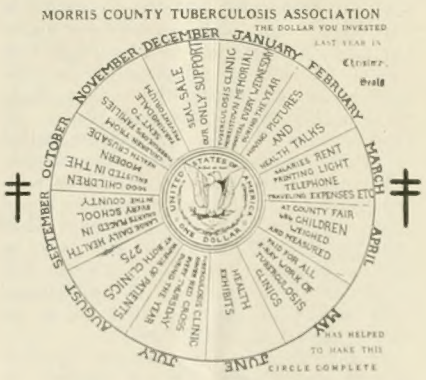
## Use of Theatrical Talent

The theatrical profession is, on the whole, a very generous and openhearted one, and it is often an easy matter to secure the cooperation of the best-known stars for a worthy cause.

Last year, for example, a comedian who is well known the country over brought his entire company down to the most frequented public square in one of our largest cities to aid in a local welfare campaign.

Road companies, vaudeville teams and individual players who happen to be appearing in a town are often glad to assist in the work because of the publicity which they themselves secure in the newspapers.

Practically every town, no matter how small, has its amateur dramatic society, its quartets and amateur orchestras whose members are usually well-known residents. These are often willing to cooperate in the same way as the professionals. They may appear at a special meeting of volunteer workers, at a rotary club meeting or at similar gatherings where their presence will act as a stimulus to the sale.




MORRIS COUNTY (NEW JERSEY) TUBERCULOSIS ASSOCIATION'S METHOD OF EXPLAINING HOW FUNDS OBTAINED THROUGH THE SALE OF SEALS ARE SPENT

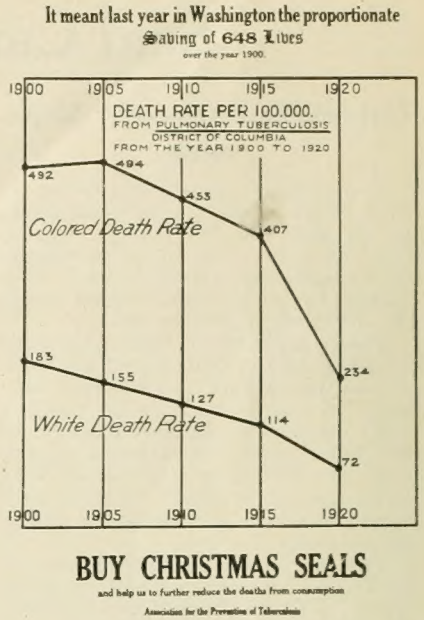



CHART SHOWING REDUCTION IN DEATH RATE FROM TUBERCULOSIS WITHIN TWENTY YEARS, USED DURING SEAL SALE BY ASSOCIATION FOR THE PREVENTION OF TUBERCULOSIS, WASHINGTON, D. C.

## The Cooperation of Labor

In order to secure the cooperation of labor in New York City, the New York Tuberculosis Association distributed educational printed matter with every seal sold. Consequently, if a man gave five cents, he had every opportunity to become thoroughly acquainted with the cause toward which he was contributing.

Permission was granted the Association to sell seals in Cooper Union, a hall that is used by the working men and women of the city's East Side for the discussion of labor problems of all sorts, twice a week, on public lecture evenings. Volunteer workers stood at small tables covered with printed matter and seals. As the people entered, they were handed a complete set of leaflets, including one containing a brief description of the summer camp, one on the industrial lectures given by the Association, a description of the model workshop for the tuberculous, a brief history of the Association, information regarding the prevention and treatment of tuberculosis, and an appeal to buy seals containing a description of some of the uses to which seal money is put.

The material was handed only to those who asked for it, and the greater part of the audiences read the pamphlets and circulars while they were waiting for the meeting to begin. So many people returned to ask technical questions that the volunteer worker who originally presided at the table had to be supplanted by a tuberculosis worker in

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Modern Health Crusade
DEPARTMENT
Bulletin of the
National Tuberculosis Association

SEPTEMBER 1922

# 202 Schools Victors in Tournament. Iowa Comes Back in Inter-State Contest Denver Wins City Cup

The official returns from the Seventh National Tournament of Crusaders show unprecedented numbers of contestants and of victorious jousters. Besides the winners of banners, only eleven of which can be awarded for the whole country, 191 schools or classes rode forth from the lists winners of pennants last June.

The roster of victors printed below shows banners won in Idaho, Illinois, Iowa, Michigan, Pennsylvania and South Dakota. Pennants were won in each of these states and also in Colorado, Florida, Maine, Montana, New York, Texas and Utah.

Schools are grouped in eleven divisions, according to grade or numbers of pupils. They tilt in the tournament only in their own divisions. The banner for each division goes to the jousters with a pennant-winning score whose pupils have performed the most health chores on the average in the fifteen consecutive weeks of the tournament. The Hutsonville, Ill., school wins a banner with the uniquely high score of 73.866 chores per pupil per week. This can be accomplished only when pupils average considerably more than the two baths per week demanded for a "perfect" record.

### Inter-State Cup Contest

After being possessed for one year by Idaho, the Banneret Cup returns to Iowa, the winner also in the 1919-20 contest. Thus the Iowa school children, under the leadership of the Tuberculosis Association, have a two-thirds equity in permanent ownership, the cup to remain with the state that wins it in three annual contests. The determining factor is the largest enrollment of knights banneret in ratio to the total school enrollment. In the 1922-23 contest all pupils who do 54 or more chores per week for 15 weeks will be counted regardless of what titles they are awarded.

The leading contestants for the inter-state cup, in the contest just closed, in the order of their standing, are Iowa, Idaho, South Dakota, Colorado, North Dakota and Florida.

### Inter-City Cup

The trophy for the contest between cities of 100,000 or more inhabitants has been won by Denver through the enrollment of 7,502 knights banneret during the last school year out of a total of 41,139 pupils. The prize, a beautiful silver cup, is awarded under the same general terms as the inter-state cup.

It was won for the first year by the Washington, D. C., children and was presented by President Harding in behalf of the National Association.

### Winners of Banners, with Their Teachers

Division I. Center Valley School, Samuels, Ida., Mrs. D. McCoy.
Division II. Sherman Valley School, Easton, Ill., Anna Wilson.
Division III. Grades 1 and 2, Hutsonville, Ill., Julia Paull.
Division IV. Grade 2, Adams School, Aberdeen, S. D., Edna Little.
Division V. Grade 4, Sibley, Ia., Ida M. Calvert.
Division VI. Grade 4, Our Lady of Help, Detroit, Mich., Sister Mary Winifred.
Division VII. Grade 5, Washington School, Red Oak, Ia., Eleanor H. Patton.
Division VIII. Grade 5A, St. Edward's School, Shamokin, Pa., Sister Angeline.
Division IX. Grade 7, Consolidated School, Smithland, Ia., Kate Kelsey.
Division X. Grade 8, Webster School, Oskaloosa, Ia., Ida Welch.
Division XI. Grade 9, Sacred Heart School, Pocohontas, Ia., Sister Mary Grace.

### Schools Winning Pennants, with Their Teachers

*Colorado*

Hyde Park School, Grade 8, Denver, Miss Magdalen Dolan.
Platner Dist. School No. 16, Grade 6, Grace H. Banks.
Swansea School, Grade 8a, Denver, Annie J. Ammons.
Swansea School, Grade 6a, Denver, Edna Weekes.
Gage School, Proctor, Lena I. Storck.

*Florida*

Leon County Public School, Grade 7, Tallahassee, Mrs. D. F. Gramling.
Leon County Public School, Grade 8, Tallahassee, Kate Sullivan.
Quincy School, Grade 6a, Quincy, Mrs. H. F. Bolen.
Quincy School, Grade 6b, Quincy, Maude Slappy.
Quincy School, Grade 7a, Quincy, Mayme Moody.

*Idaho*

Barrymore School, Jerome, Esther M. Hanser.
State Deaf and Blind School, Gooding, Ethel M. Hilliard.
Emerson, Grades 1 and 2, Bear Lake, Mrs. Kessie Price.
St. Joe Public School, Grades 1 to 3, St. Joe, Rose Gibson.
Emerson, Grade 2, Paris—Susanna Clayton.
Emerson, Grade 1, Paris, Mona Athay.
Emerson, Grade 3a, Paris—Jennie Gummett.
Lincoln, Grade 4, Jerome, Mrs. M. F. Sheldon.
Emerson, Grade 3, Paris—Phyllis Athay.
Pershing School, Grade 1a, Rupert, N. Marie Potter.
Emerson, Grade 4, Paris, Drucilla Passey.
Pershing School, Grade 6, Rupert, Ruby Grosse.
Weston Dist. No. 10, Franklin, Eunice Simpson.
Pershing School, Grade 5, Rupert, L. D. Wilson.
Santa, Santa, Mrs. Emma Johnson.
Emerson, Grade 6, Paris, Madge Stucki.
St. Joe Public School, Grades 4 and 6, St. Joe, Mrs. F. J. Brown.
St. Joe Public School, Grades 9 and 10, St. Joe, Mrs. F. J. Brown.
Mountain Home, Grades 5 and 6, Gertrude Groefsema.
St. Joe Dist. 8, St. Joe, Howard Olin.
Pershing School, Grade 2, Rupert, Laura Canbaugh.
Heyburn, Dist. 14, Heyburn, Elsie E. Bean.

*Illinois*

Mountain Home, Grade 2, Jean Wenz.
Trickle Grove, Dist. 82, Paxton, Ellen C. Johnson.
North Union, Dist. 73, Gibson City, Alvina I. Ropp.
Wantwood, Dist. 107, Gibson City, Grace A. Padley.
Cothern, Dist. 62, Melvain, Gwendolyn Adlington.
North Side, Grade 8, Watseka, Clara M. Cook.
North Side, Grades 1 and 2, Watseka, Agnes Hazel.
Grades 1, 2 and 3, Danforth, Emma Smith.
Grades 1, 2 and 3, Crescent City—Mrs. W. E. Richison.
Palestine, Grade 2, Genevieve L. Crawford.
Grades 2 and 3, Palestine, La Verne M. Ree.
Grade 4, Palestine, Mildred Richards.
North Side, Grades 3 and 4, Watseka, Jessie Gibbons.
Grades 3 and 4, Manito, Myrtle M. Cooper.
West Watseka, Grades 1 and 4, Watseka, Adele M. Lesch.
North Side, Grade 4, Robinson, Mary Griswold.
District, Dist. 24, Hutsonville, Madge Brigham.
Palestine, Grade 3, Maude Thompson.
Palestine, Grade 4, Dale Climer.
Crescent City, Dist. 130, Crescent City, Mabel Harwood.
West Watseka, Grades 5 to 8, Watseka, Mae Pratt.
Blake, Dist. 78, Paxton, Esther Carlson.
Plain Tree, Teutopolis, Teresa Nosbisch.
Point Pleasant, Winchester, Edith Montgomery.
Lilly Dell, Dist. 87, Elliott, Sara M. Skaar.
Skeel, Dist. 106, Gibson City, Freeda O. Smith.
Robinson, South Side, Robinson, Gladys Letsinger.
North Side, Dist. 169, Watseka, Netti Davis.
Hutsonville, Dist. 24, Hutsonville, Beulah Halderman.
South Side, Robinson, E. Bean.
Seminary, Winchester, Ella Hawk.
Dieffenbacher, Dist. 55, Kilbourne, Mary Graggs.
Hutsonville, Dist. 24, Hutsonville, C. A. Layton.
South Side, Grade 7, Robinson, Carl Nuttall.
Covey School, Strawn, Clare M. Freehill.
Corlette, Dist. 151, Crescent City, Hazel Newman.
Lake Shore, Topeka, Kathryn Behrenda.
Amos, Dist. 149, Sheldon, Opal Day.
Classen, Dist. 86, Danforth, Pauline Franklin.
Victory, Dist. 65, Watseka, Bertha Schuen.
Plainview, Dist. 115, Ridgeville, Dora M. Miller.
Deverman, Topeka, Alzada E. Hawkins.
White, Dist. 68, Mason City, Fleeta G. Summers.

HEALTH CRUSADERS OF CULBERTSON SCHOOL, MONT.

Crescent, Manito, Mary H. Halpin.
Walker, Havana, Bradia Whitlow.
Wilbur, Dist. 156, Mt. Morris, Ella Oakes.
Adams, Dist. 16, Clifton, Aldaha Laurent.
Froyd, Dist. 88, Paxton, Bessie Brown.
Crandall, Dist. 18, Piper City, Lilla M. Snedaker.
Bethel, Dist. 12, Bowen, Velma L. Sims.

*Iowa*

Dist. No. 3, Manchester, Doris E. Miller.
Jackson, No. 5, Vail, Katie Madden.
West Burlington, Burlington—Lonla Davis.
Pleasant Grove, New London, Roy Cummings.
Stanwood Consolidated, Grade 1, Stanwood, Florence Farrell.
Sibley Public, Sibley, Genevieve Hudson.
Sacred Heart, Grade 1, Pocahontas, Sister Mary Limus.
Sacred Heart, Grade 2, Pocahontas, Sister Mary Limus.
Sibley Public, Grade 2, Sibley, Olive Telford.
Stanwood Consolidated Grade 2, Stanwood, Ruth Agnes Wilson.
Sibley Public Grade 3, Sibley, Aletha Monk.
Roland Consolidated Grade 3, Roland, Viola Grinden.
Oak Bluff, Grade 1, Council Bluffs, M. Irene Bailey.
Sunnyside, Rural, Marcus, Lauretta Fowler.
Comanche, Grade 2, Clinton, Elaine Jones.
Red School, Grade 6, Manchester, Edna Cowles.
Wolcott, Wolcott, Alice Mayer.
Lincoln Dist. Rural, Ridgeway, Gladys Beucher.
Rockwell Public, Grade 1, Rockwell, Marie Smith.
Teeds Grove, Grade 1, Teeds Grove, Viola Lorenzen.
Sioux Rapids, Grade 2, Sioux Rapids, Grace Buchholz.
Roland Consolidated, Grade 2, Roland, Lillian Larson.
Roland Consolidated, Grade 3, Roland, Viola Grimden.
Smithland, Grade 3, Smithland, Miss Tremain.
Moville, Grade 3, Moville, Miss Geise.
Newell Consolidated, Grade 3, Newell, Dagmar Frederickson.
Marathon Central, Grade 3, Marathon, Mrs. D. E. Hatch.
Sioux Rapids Consolidated, Grade 3, Sioux Rapids, Mrs. Hoon.
Sioux Rapids Consolidated, Grade 4, Sioux Rapids, Marguerite Dodge.
Central School, Grade 4, Mason City, E. M. Harrington.
Franklin School, Grade 4, LeMars, Clara K. Fischer.
Newell Consolidated, Grade 4, Newell, Nanna Frederickson.
Newell Consolidated, Grade 5, Lillian E. Zimmerman.
Sioux Rapids Consolidated, Grade 5, Sioux Rapids, Kathryn Howe.
Moville Public, Grade 5, Moville, Miss Brehm.
Franklin School, Grade 5, LeMars, Irms L. Closson.
Franklin School, Grade 6, LeMars, Meda Gallagher.
Newell Consolidated, Grade 6, Newell, Beulah M. Harris.
Sacred Heart, Grade 8, Pocahontas, Sister Mary Materna.
Sioux Rapids Consolidated, Grade 6, Sioux Rapids, Delpha Anderson.
Sibley Public, Grade 6, Mildred Marlow.
Sacred Heart, Grade 7, Pocahontas, Sister Mary Materna.
Sacred Heart, Grade 6, Pocahontas, Sister Mary Ivo.
Earlville Consolidated, Grade 7, Earlville, Ella Burrell.
Sacred Heart, Grade 3, Pocahontas, Sister Mary Bernardine.
Smithland Consolidated, Grade 4, Smithland, Miss Tremain.
Moville Public, Grade 4, Moville, Mary Baird.
Sacred Heart, Grade 4, Pocahontas, Sister Mary Concepta.
Clark School, Grade 5, Le Mars, Josephine Winslow.
Sibley Public, Grade 5, Sibley, Margaret Wagner.
Sacred Heart, Grade 5, Pocahontas, Sister Mary Concepta.
Sumner Public, Grade 5, Sumner, Lucille Farrand.
Central School, Grade 5, Mason City, Ada Miller.
Smithland Consolidated, Grade 6, Smithland, Miss Smith.
Stanwood Consolidated, Grade 6, Stanwood, Gale Woodland.

Deloit, Seliot, Edith Clauson.
Webster School, Grade 7, Oskaloosa, Ruth A. Hall.
Moville Public, Grade 8, Moville, Miss Noblitt.
Sacred Heart, Grade 10, Pocahontas, Sister Mary Grace.
Sacred Heart, Grade 11, Pocahontas, Sister Mary Emalinda.
Sacred Heart, Grade 12, Pocahontas, Sister Mary Emalinda.

*Maine*

Ballard Hill Grammar School, Grade 6, Lincoln, Marjorie Lee.
Garfield School, North Leeds, Mrs. Louise A. Caldwell.
Oqwossac School, Oqwossac, Mrs. Eva F. Pillsbury.
Village Primary School, Grade 1, Searsmont.
Nathan Clifford School, Grade 7a, Portland, Mary E. Concannon.
Nathan Clifford School, Grade 8b, Portland, Mary E. Concannon.

*Michigan*

Holy Rosary School, Grade 7, Detroit, Sister Francella.
St. Hyacinth's School, Grade 6a, Detroit, Sister M. Adelaide.
St. Hyacinth's School, Grade 8a, Detroit, Sister M. Olimpia.

*Montana*

Belt Public School, Grade 1, Belt, Mabel C. Carlson.
Belt Public School, Grade 2, Belt, Dora J. Ross.
Belt Public School, Grade 5, Belt, Hazel M. Bowman.
Belt Public School, Grade 7, Belt, Maude Appleyard.
Custer School, Grade 3, Belt, Louise Bickford.
Custer School, Grade 6, Belt, Thea Knudson.
Custer School, Grade 8, Belt, Carrie Tookey.
District No. 29, Grade 4, Belt, Pearl H. Stewart.
Loma High School, Grades 9 and 10, Loma, Mrs. Andrew Nelson.

*New York*

District No. 7, Allegany, Irene Carls.

*Pennsylvania*

Lincoln Coal Township School, Grade 5, Ranshaw, Mary O'Brien.
Lincoln Coal Township School, Grade 5, Ranshaw, Irene Neibaur.
Lincoln Coal Township School, Grade 7, Ranshaw, Mabel Latshaw.
McKinley Coal Township School, Grade 4, Shamokin, Geraldine Forbes.
McKinley Coal Township School, Grade 5, Shamokin, Agnes C. Brennan.
McKinley Coal Township School, Grade 5, Shamokin, Mary LaVette.
St. Edwards School, Grade 5a, Shamokin, Sister Angeline.
St. Edward's School, Grade 6, Shamokin, Sister Mary Felicia.
Washington Coal Township School, Grade 5, Shamokin, Regina Burke.

*South Dakota*

Antelope School, Dist. 24, Gladys Gilbertson.
Central School, Buffalo, Mona Gill.
Central School, Norbeck, No. 34, Ralph, Adelaide Calkins.
Lincoln School, Grade 2, Aberdeen, Olga Sletvold.
Washington School, Grade 6, Aberdeen, Ruth Van Denheuvel and Wilma E. Nyquist.
Lincoln School, Aberdeen, Jane Brown.
Lincoln School, Aberdeen, Etta DeKraay.

HARRISBURG (PA.) CRUSADERS IN KNIGHTING CEREMONY

*Texas*

Bellaire School, Bellaire, Vertna Osborne.
Bellaire School, Bellaire—Mrs. W. A. Lang.
Bellaire School, Bellaire, Mrs. Laura Todd.
Garfield School, Grades 1, 2 and 3, Del Valle, Edith Philer.
Garfield School, Del Valle, Louise Byrne.
Livingston School, Grade 7, Livingston, Henrietta Burke.

*Utah*

Bluffdale School, Grade 6, Riverton, Joseph S. Fish.
Central School, Grade 6, Heber, A. E. Berkman.
Ferron School, Grade 6, Ferron, F. A. Killback.
Heber North School, Grade 6, Heber City, Vesta Pierce.
Kamas School, Grade 6, Kamas, C. P. Bjorkman.
Richfield School, Grade 6, Richfield, Sophia Goldbranson.
Woodruff School, Grade 6, Logan, Katherine Creighton.

### Additional Pennant Winners For the First Tournament of 1921-22

*(Through no fault of the teachers these jousters were not reported in time for listing among the winners in the May Bulletin)*

*Iowa*

Newell Consolidated School, Grade 3, Newell, Dagmas Frederiksen.
Newell Consolidated School, Grade 4, Newell, Nanna Frederiksen.
Newell Consolidated School, Grade 5, Newell, Lillian Zimmerman.
Newell Consolidated School, Grade 6, Newell, Beulah Harris.
Marathon Central, Grade 3, Marathon, Mrs. D. E. Hatch.
Sioux Rapids High School, Grade 2, Sioux Rapids, Grace Buchholz.
Sioux Rapids Consolidated, Grade 3, Sioux Rapids, Mrs. Hoon.
Sioux Rapids Consolidated, Grade 4, Sioux Rapids, Marguerite Lodge.
Sioux Rapids Consolidated, Grade 5 Sioux Rapids, Kathryn Howe.
Sioux Rapids Consolidated, Grade 6, Sioux Rapids, Delpha Anderson.
Oak Bluff No. 1, Council Bluffs, M. Irene Bailey.
Sunnyside, Marcus, Launette Fowler.
Comanche No. 2, Clinton, Elaine Jones.
Red School No. 6, Manchester, Edna E. Cowles.
Wolcott Rural, Wolcott, Alice Meyer.
Lincoln Dist No. 2, Ridgeway, Gladys Beucher.
Rockwell Public School, Grade 2, Rockwell, Marie Smith.
Public School, Leeds Grove, Viola Lorenzen.
Central School, Mason City, E. M. Harrington.
Roland Consolidated School, Roland, Lillian Larson.
Smithland Consolidated School, Smithland, Miss Tremain.
Roland Consolidated, Grade 3, Roland, Miss Viola Grinden.
Moville Schools, Grade 3, Sioux City, Miss Geise.
Central School, Grade 4, Mason City, E. M. Harrington.
Franklin School, Grade 4, LeMars, Clara K. Fischer.
Moville Schools, Grade 5, Moville, Miss Brehn.
Franklin School, Grade 5, Le Mars, Irma L. Closson.
Franklin School, Grade 6, Le Mars, Meda Gallagher.
Sibley Public, Grade 6, Sibley, Mildred Marlow.
Sacred Heart School, Grade 6, Pocahontas, Sister M. Ivo.
Earlville Consolidated, Grade 7, Earlville, Ella E. Burrell.
Sacred Heart School, Grade 7, Pocahontas, Sister M. Materna.
Sacred Heart School, Grade 8, Pocahontas, Sister M. Materna.

## School Councilors

The White-William Foundation, of Philadelphia, has endeavored to develop a plan of school counseling, designed to improve the health, morals, physical and vocational status of school children. The school counselor does for the child in the elementary schools, beginning with the kindergarten, somewhat what the vocational counselor does for men and women in college groups. She is an adviser to the child on matters of various kinds, keeps the square peg in the square hole, and the round peg in the round hole. From the point of view of public health this method of school work has interesting possibilities.

# The Crusade in Idaho

*Excerpts from teachers' theses at Summer Normal School, Boise. Based on interview with Miss Grace Gallet, Crusade Director, Ida. Anti-Tuberculosis Association.*

### Crusade in Rural Schools

Vigorous health work is reported from communities far away from the center of things. If the rural teacher has trials such as lack of equipment she has also the great advantage of a relatively simple and intimate contact with her pupils. Quotations from letters of rural teachers are enlightening to teachers who think a rural school almost impervious to vitalized Crusade work. A principal of a two-room school, after her first year of teaching, says: "Was the time and energy devoted to the health work well spent?" We say "Yes," when we consider the improvement in appearance and work of some of our boys and girls. We say "Yes" when parents ask that they may see the charts showing the effects of cocoa and coffee, and ask in good faith for explanations about them. We say "Yes" when mothers tell us of the interest their children take in doing at home what they have learned at school.

### Crusade in Idaho

In 1917, when Mrs. Catherine R. Athey began the work of the Idaho Anti-Tuberculosis Association, the Crusade was launched in a few schools over the state. The work was so successful in these few schools and the interest aroused was such that the state superintendent of instruction, Miss Redfield, caused this method of teaching health habits to be incorporated in the regular school curriculum of the state. Idaho therefore earned the distinction of being the first state in the Union to so include the Health Crusade. Other states soon followed suit after awaiting a practical demonstration of the success of this movement. With the hearty cooperation of county superintendents and teachers the enrollment of Crusaders in Idaho has increased from a few hundred pupils in 1917 to approximately 90,000 in 1922. In towns like Samuels, St. Joe, and others, the work has been carried on for three and four years consecutively, and has been improved upon and elaborated with each year.

### Idaho Wins National Cup

A friend of child health provided a beautiful trophy cup for presentation to the children of the state reporting the largest number of knights banneret in proportion to school enrollment. For reporting the highest proportion of knights banneret during the school year of 1920-21 this cup became the property for one year of the Idaho Anti-Tuberculosis Association on behalf of the school children of Idaho. Wide national and international publicity has been given this achievement. It is not claimed that Idaho has done better Crusade work than any other state, but through the cooperation of teachers and county superintendents, reports of the work done in Idaho have been secured. The Anti-Tuberculosis Association of the state challenges the whole United States to show better cooperation between the schools and the Tuberculosis Association in regard to health work in the schools.

For three years Idaho has had many schools among the winners of national Crusade banners. In the first fifteen-week tournament for 1921-22 Idaho won more honors than any other state in the Union.

### Outlook for Crusade Program

So far no one has evolved a more practical scheme for promoting health work generally through all schools of the world than the Modern Health Crusade. It is simple enough for the most limited rural school, and elastic enough for the most progressive city school. The school nurses and public health nurses use the Crusade to help them in their work. (School nurses in Sandpoint, Pocatello, Boise, Jerome, Mullan, Kellogg, all assist teachers with the Crusade; it is also promoted by county nurses wherever there is one, especially in Washington County.) The logical result of placing the Crusade in all the schools has been health education of teachers, parents and pupils. The Crusade has come to stay, and with it we now will have medical inspection, school nurses, nutrition classes for malnourished children, and general health programs for all schools.

The National Council for the Modern Health Crusade with the committees of experts on child health is constantly on the lookout for improvements. They are enlarging the Crusade program by paying particular attention to malnourished children and providing information on the necessary nutrition work to be carried on for them. Special chore record sheets, called the nutrition charts, are supplied for malnourished children. Special advanced Crusade work is provided in the National Order of the Round Table. For elaboration and for the purpose of keeping up the interest of the pupils and for providing entertainment there are numerous well-written and easily produced plays, pageants, stories, moving pictures, health clowns, marionette shows, and simple drills for every-day use. The field of progress in Crusade health work is absolutely unlimited.

### So-Called Objections to Crusade

The following is a quotation from a bulletin written by a far-seeing county superintendent of schools: "The Crusade will very likely be the best health teaching that your children will ever get. You say it takes too much time? Health teaching is more important than any other subject. What is life without health? Do we not owe every child in our charge the best advice that we can give? You say parents do not like it. Have you taken every opportunity to explain it? If they understand it and do not like it, this is evidence that they are the families which need it most. You say some children do not keep up the health habits after the Crusade is over. That is to be regretted, of course. But can you be sure that the Crusade has failed? Is it not possible that the constant reminding of these certain health habits, day after day, for fifteen weeks may make an impression that will never be entirely erased so that when the child grows older and knows better, he will realize that he is best fit for life and society if he does these very things? You say it teaches the children to falsify. It does not teach them anything except health. It may give them an opportunity to falsify but the tendency must have been there before. One of the unwritten duties of the teacher is to teach morality. If your children falsify when opportunity comes, there is a situation which you should meet and overcome."

### Health Habits

That health habits bear a direct relation to the health and well-being of the child there is no doubt, and that the Crusade has had a distinct part in improving these habits is proved by the records of the Tuberculosis Association.

The Crusade is the beginning of health education, and so far is the most practical system that has been evolved for the teaching of health habits.

*Three years ago:*

There were twice as many Idaho children using tea and coffee as now.

Fifty per cent. of the children were using the tooth-brush.

Fifteen per cent. of the children were sleeping with open windows.

*Today:*

Milk-drinking has increased three times.

Eighty per cent. of the children use the tooth-brush.

Forty per cent. sleep with open windows the year round.

### What Teachers Can Do

A great impetus can be given this work if teachers will recognize the place and the need of health work in the schools. Little can be accomplished without their intelligent recognition of the problem, and united efforts to meet it. The various health agencies can survey the field and point the way, but the effort to a great extent, in Idaho at any rate, must be made by the teachers.

Our love for children, the future citizens, must be our urge, and equal health opportunity for every one of these little ones our goal.

## The Mail Sale Letter

(*Continued from page* 54)

raises will go to feed starving children in Russia.

"Just put your hand in your pocket now, and put whatever currency you can spare in the enclosed envelope and mail it. If you have a checkbook handy, write a check.

"'Suffer little children to come unto Me and forbid them not, for of such is the Kingdom of God.' It was Christ who said this and also said, 'Inasmuch as you do it for the least of one of these, you do it for Me'."

The experience of Mr. Wright in Norwalk is probably not out of the ordinary. No doubt he did profit by the publicity gained from the other three efforts, but it is interesting to note that a comparatively unselected list with a strong appeal and with the cause definitely presented, brought results. The tuberculosis campaign is just as strong if not a stronger appeal than the plea for Russian children. It is a plea for the support of children at home, a plea for the health of children in every community, a plea for the health of the people to whom you are writing. It can be made strong and will produce results if it is rightly written.

## Cooperation of Labor in the Seal Sale

(*Continued from page* 56)

order to answer the questions satisfactorily.

The Association also secured the cooperation of a number of large employers of labor. In return for publicity and advertising for the seal sale, the Association offered to help the workers and also the employers toward the improvement of working conditions.

## Modern Health Crusade the Real Melting Pot

That the Modern Health Crusade is making a distinct contribution to Americanization is being constantly brought to the attention of workers in theDetroit field. Without conscious effort at this particular result the Crusade is nevertheless bringing about a very desirable state of affairs. In analyzing the work done in some of the parochial schools, for instance, it was found that boys and girls of ten nationalities were working side by side in one room that won the banner for that grade. These children, each coming from homes where the ways of living were as widely separated as the countries from which their parents came, carried into their homes the health chore card, and in their successful efforts to keep it properly marked, educated the entire family in these standard habits of daily life.

—*June Bulletin of the Detroit Tuberculosis Society.*

## "Mile of Pennies" as Seal Goal

A seal sale idea that has been successfully used in several counties is to figure out the goal in pennies, and then to calculate how much ground the pennies would cover if placed in a row one after the other. Thus, a certain goal may be advertised to the public as a "Mile of Pennies to Help Conquer Tuberculosis."

## Miscellaneous Seal Sale Suggestions

### Christmas Seal Bridge Games

In every town socially prominent women play bridge. The tuberculosis association can utilize this diversion to very good advantage by requesting the bridge club to set aside a certain day upon which Christmas seals will be offered to the winners. The "Christmas Seal Bridge Game" may be held at the home of a well-known member of the club or in a large hotel. An admission charge, which would be a contribution to the campaign, would help toward making the goal. Mention in the society column of the event and of the winners would give publicity to the sale in a section of the newspapers not often open to tuberculosis campaign news.

### Seals on Theatre Tickets

The managers of local theatres may be persuaded to paste Christmas seals on all the tickets that are sold in the house on a certain day.

### Seals on Pay Envelopes

Employers may be given an opportunity to cooperate in the sale of seals and to stimulate it by pasting seals on every pay envelope that is handed the employees on the last pay day preceding Christmas.

### Milk Bottles Carry Seals

Dairy firms have assisted in the sale of Christmas seals by placing one on every bottle of milk that is delivered by them on Christmas morning.

### Crusaders Render Christmas Carols

Modern Health Crusaders may be used in a number of ways to assist in the sale of seals. One of the most charming and effective uses is for them to appear in small groups in the lobbies of hotels where booth sales are in progress and sing crusader songs once or twice during an afternoon or evening.

### Seals on Newspapers

A number of newspapers throughout the country each year endorse the sale of seals by carrying one or two seals on their Christmas edition.

Volunteer workers of the tuberculosis associations sent to the newspaper offices paste the seals on the papers as soon as they come off the press.

## Congress and Tuberculosis

During the year that the 67th Congress has been in session, the subject of tuberculosis has been before it a number of times. On April 12, 1921, the day after the special session convened, Senator Ashurst introduced a bill (S. 398) to provide federal aid in caring for indigent tuberculous persons. The bill was referred to the Committee on Interstate Commerce, where it still is. On June 6, 1921, Senator Sheppard introduced a bill (S. 1971) to admit civil employees of the government stricken with tuberculosis to government hospitals. A similar bill was introduced in the house on October 28, 1921, by Mr. Hudspeth. No action has been taken on either bill. A resolution of the National Tuberculosis Association concerning the rehabilitation of tuberculous ex-service men was printed on the first page of the *Congressional Record* of June 24, 1921.

The act creating the U. S. Veterans' Bureau, signed by the president on August 9, 1921, aside from important hospital provisions, amended the War Risk Insurance Act with reference to tuberculosis:

"An ex-service man who is shown to have an active pulmonary tuberculosis or neuropsychiatric disease (of more than 10 per centum degree of disability in accordance with the provisions of subdivision (2) of section 302 of the War Risk Insurance Act, as amended) developing within two years after separation from the active military or naval service of the United States, shall be considered to have acquired his disability in such service, or to have suffered an aggravation of a pre-existing pulmonary tuberculosis or neuropsychiatric disease in such service, but nothing in this proviso shall be construed to prevent a claimant from receiving the benefits of compensation and medical care and treatment for a disability due to these diseases of more than 10 per centum degree (in accordance with the provisions of subdivision (2) of section 302 of the War Risk Insurance Act, as amended) at a date more than two years after separation from such service, if the facts of the case substantiate his claim. This section shall be demed to be in effect as of April 6, 1917."

Other matters before Congress of special interest to tuberculosis workers include an appropriation in the Agriculture appropriation bill (year ending June 30, 1923) of $2,877,600 for the eradication of tuberculosis in animals; a bill (S. 3278) to provide a school in the District of Columbia for "tubercular" pupils; and finally, the bill (H. R. 10864) appropriating $17,000,000 for increased hospital facilities for veterans, which went to the President on April 20, 1922. (See S. 3480 on page 8 above.)

# Suggestions from the Field

This department of the Bulletin is conducted in connection with the Loan Service Bureau of the Publicity Department. It is designed to give valuable suggestions regarding new lines of work or new methods originated or successfully used by tuberculosis associations throughout the country. Tuberculosis workers are invited to send the National Association Bulletin Editor all information suitable for publication in these columns.

## Cooking Classes for Parents of Preventorium Children

Complimenting the educational work of tuberculosis nurses in the home and co-operating with the Anti-Tuberculosis Society in its follow-up work among preventorium children, the board of education of Grand Rapids, Mich., conducts cooking classes for mothers of graduates of the children's institution.

The course includes methods of preparing food, budgeting, and nutritional values. It is believed that, at least so far as food is concerned, the child can be given the same special care at home as is received at the preventorium, providing the mother is properly instructed. The cooking classes are included in the general program of post-graduate supervision which the society undertakes for preventorium children. Other features are extra milk supply, extra clothing and blankets, cots and other equipment which will make it possible for home care to supplant the carefully regulated régime at the preventorium.

Encouraging benefits have been derived from the cooking classes and the good influence has spread from homes of the class members to others in the neighborhood. The sessions are conducted by a supervisor from the domestic science department of the board of education, who takes a personal interest in the problem and is grateful for the opportunity of learning at first hand the real difficulties of the home maker. No elaborate equipment is employed, only the simplest of utensils, such as the average home possesses, being used. Tables are set and the food properly apportioned to members of an imaginary family. The art of serving and its influences on appetite are emphasized. Automobiles transport the mothers to the classes. They are served the food used in the demonstration. The course is made as inviting as possible and the mothers are eager to co-operate.

## "Sun Cure" Kiddies Furnish Publicity

The Connecticut State Tuberculosis Commission surprised people of Hartford into wonder and consternation when it sent two "sun cure" kiddies from Crescent Beach Sanatorium to an exposition at the state armory. The youngsters were bought up from the beach clad only in shoes, cap and sun pants and were put upon the highway in the suburbs of the city. They tramped through the snow and over the ice, and very soon became the center of interest all along their route.

The "stunt" gave the Commission a good deal of newspaper publicity and created interest in the tuberculosis movement among all who saw the children.

## Health Shows in Indiana

The Marion County Tuberculosis Association believes in the efficacy of the health show in the campaign against tuberculosis. In the rural districts a health show given by the children in the form of a playlet, health songs and recitations has proved one of the greatest drawing cards for parents. Parent-Teacher Associations also frequently arrange a social event for the purpose of making money for tuberculosis work. In some communities oyster suppers, ice cream socials, and popcorn and candy sales have been exceedingly successful in this connection. The marionette show "Sally, Health Crusader" was produced in nine parks and recreation centers and at the Juvenile Detention Home during the summer to a total of 3,000 children and one-fourth as many adults. "Tiny Tim's House" also has been very successful in spreading the message of health among classes of school children. Several thousand children witnessed performances of "The Champion." Miss Mary A. Meyers, of the Marion County Association, discovered that by placing the toy theatre upon a frame of sufficient size the play may be given by adults.

## T. B. Clinic in Commercial Exhibit

Every year the club women of Idaho conduct an advertising campaign for goods manufactured in the Northwest for the purpose of stimulating the purchase of such products. Exhibit space is sold to the various merchants and manufacturers.

The Idaho Anti-Tuberculosis Association utilizes this event for holding a tuberculosis clinic in the same building in which the exhibits are shown. Parent-Teacher Associations are interested, as the exhibits include the work of school children along the lines of art and domestic science. This year the cooperation of the Medical Advisor of the State Department of Public welfare was secured and through him the services of dentists and doctors were made available. The Dentists' Association appointed two men to serve each morning during the week of the exhibit and the physicians did likewise. So that four physicians, one of them a nose and throat specialist, were at work in the clinic each day.

In connection with the clinic an exhibit of health posters designed by local school children created additional interest among the mothers, and lectures on dental hygiene were given every morning. Three hundred and twenty-seven children between the ages of ten weeks and eighteen years were examined during the week.

## Idaho Association Conducts School Inspection

When the Association began its school inspection work three years ago it was with the idea of finding out the general health conditions of Idaho children, of bringing before school authorities and teachers the preventive and educational work of the Association. Also of impressing upon parents and children that fact of the supreme importance of finding the defects early enough to present the remedy and the building up of the bodily resistance to prevent disease. Therefore the program carried on in Idaho was with the idea of finding out what the next logical step in prevention should be—in other words: "To know in order to do."

The group studied embraced children in twelve counties. These counties represented all the various social, industrial and climatic conditions. Inspections were made under the supervision of one nurse, with three part-time nurses working at seasons of the year favorable to transportation and when children were in school in the greatest numbers.

The following summary shows the great need for intelligent and cooperative effort on the part of school boards, teachers, parents and health agencies if we are to correct the defects of the Idaho school children and give every child an equal opportunity for health.

*Total Number of Children:* 11,234

*Defects of:*

| | | | |
|---|---|---|---|
| Eyes | 1011 | or | 10% |
| Vision | 2375 | " | 20% |
| Ears | 297 | " | 3% |
| Hearing | 267 | " | 3% |
| Teeth | 7563 | " | 60% |
| Nasal Breathing | 5159 | " | 40% |
| Throat and Tonsils | 6262 | " | 55% |
| Enlarged Glands | 4764 | " | 45% |
| Scalp and Hair | 291 | " | 2% |
| Skin | 615 | " | 5% |
| Orthopedic | 107 | " | |
| Nervous System | 2401 | " | 20% |

*Underweight and Malnutrition*

| | |
|---|---|
| No. of 7% underweights | 2091 |
| No. of 10% underweights | 992 |
| No. of over 10% overweights | 124 |
| Total | 3120 |

## Health Rule Placards

The distribution of health rule placards is one way in which the Association for the Prevention of Tuberculosis of the District of Columbia spreads the knowledge of disease prevention. The rules are distributed to public school pupils from the fourth to the eighth grades inclusive. Teachers are requested to make the rules a subject of comment and then present a copy in the envelope which accompanies it to each child to take home to the parents. In a good many instances the rules are later tacked up in the home as a health guide.

The placard consists of rules under the following heads: Good Air, Avoid House Dust, Pure Water, Safe Milk and Cream, Sleep, Keep Clean, Food, Breathing and Exercise, Care of the Teeth, Liquor and Tobacco, Don't Neglect Colds, and Sunshine.

HEALTH CENTER OF THE ARIZONA TUBERCULOSIS ASSOCIATION OF WHICH SIMILAR ONES WILL BE CONSTRUCTED THROUGHOUT THE STATE.

## Contest Drawings Attract Business Men

A children's health poster contest is always a good medium for teaching the ways of health to the young artists, but its possibilities by no means cease there. As an example of the publicity value which a poster contest has, is the result of the exhibition of such drawings by the Idaho Anti-Tuberculosis Association.

The posters were shown in the hall where the Rotary and Commercial Clubs have their luncheons with a result that the business men frequenting the place immediately became interested and asked many questions regarding the work of the association. Later the Chamber of Commerce in Boise asked to have the posters on exhibition. Mrs. Catherine R. Athey, Executive Secretary of the Idaho Anti-Tuberculosis Association, is now making use of the posters in connection with her talks before men's clubs and Chambers of Commerce. It is also being planned to send them to all the women's clubs in the state and each club will be asked to place them on exhibition for at least one week, preferably in a store window.

## Pamphlet on Fresh Air Homes

The New York Tuberculosis Association has prepared a pamphlet on organizing and conducting Fresh Air Camps for Children during the summer months.

The pamphlet contains exceedingly valuable information for tuberculosis workers interested in this phase of the problem.

The pamphlet groups the candidates for summer vacations according to four grades, from A to D, grade "D" including children more than 10% under weight, convalescing from serious illness, susceptible to tuberculosis, or exposed to tuberculosis. The latter are given preference in the selection.

Medical examination and typhoid and diphtheria immunization are advocated for all cases admitted.

The subjects of location, drinking water, bathing facilities, sleeping quarters, bed clothing and toilets are given careful consideration.

Menus and proper system for checking up the fat content and bacterial count are suggested. The pamphlet also contains some excellent advice regarding the preparation of food, and garbage and refuse disposal.

Rest, recreation, clothing, fire precautions, screens and first aid in cases of illness, also receive consideration.

## Sorority Combats Tuberculosis

The Tri Kappa Tuberculosis Society which is very active in Huntington, Indiana, is conducting a campaign for the weighing and measuring of each child in the county.

The society was organized by the members of the Tri Kappa sorority and has for several years been extremely active in improving the sanitary and hygienic conditions in the county. As such organizations are frequently composed of idealistic and public-spirited women, tuberculosis workers should not find it difficult to enlist them in the campaign for better health.

## Tuberculosis in Philippines

According to the records of the Philippine Islands Anti-Tuberculosis Society, approximately 500,000 people in the Philippines are suffering from tuberculosis at the present time. The Society has appealed to John D. Rockefeller, Jr., to assist in the work of stamping out the disease which it is estimated causes the death of 30,000 Filipinos every year.

## Contests in the Crusade

*(Extract from address by Miss Louise Strachan, Assistant Crusader Executive of the National Association, at the annual meeting last May)*

The play element in the education of the child always has value. Contests appeal; and there are many varieties of contests open to health crusaders of all ages. Those adapted to one locality are not always suitable for another, so we will divide our contest activities into three classes—1, contests for ungraded rural schools; 2, contests for graded schools in centers of population, and 3, contests for high schools and colleges.

In the first class, scrap-book contests are practical. Every child loves to cut out pictures. A series of health posters on the eleven Crusade chores can be made of pictures found in the advertising sections of the numerous weekly and monthly magazines which are found in almost every rural home. These can be put into scrap-book form, and a prize awarded to the child having the most attractive "Health Book." Other contests suggested for ungraded rural schools serving to stimulate the interest of the children in their personal appearance, are, (1) to show the greatest gain in weight, (2) to show the greatest relative gain in weight (among children below normal), (3) to take the greatest pride in personal appearance as evidenced by clean face and hands, brushed hair, clean shoes and neat clothing even though old and worn, (4) to prepare the best story on why a child should drink plenty of clean milk, keep his teeth clean, sleep with window open, and avoid tea and coffee.

In the second class, graded schools in centers of population, contest possibilities are many. Usually the graded schools have special teachers for draw-

ing, for singing, and for physical training. Poster contests are always good and there is a chance in this class to get some really fine health posters. A song contest is great fun. Each class adopts a health song. The verse may be original with the class and adapted to some popular tune, or some health song already in use may be taken. A prize is given to the class which sings its health song best, and another prize may be given to the class whose song is judged the best. The best song may be adopted as the health song of the whole school.

Physical training very naturally lends itself to the contest idea, and if your physical training teacher is a Crusade enthusiast, any number of interesting and worth while competitions can be arranged.

Crusade essay contests have been conducted successfully in many localities. The publishing of the best essay in the local newspapers is usually incentive enough to the Crusaders, and incidentally is the best kind of publicity for the health association promoting the contest.

A contest that might be held in both ungraded rural schools and the graded schools in centers of population is a neatness and accuracy contest. In looking over chore records it is very evident that many Crusaders are painfully weak in arithmetic. Their sins of omission weigh equally with their sins of commission, and they are just as likely to credit themselves with doing 10 less of the chores than they have done, as 10 more. If a prize were awarded to a school or class having the neatest and most accurate chore records, not only the individual child, but the teacher would be benefited.

Many schools hold speaking contests two or three times a year. Interest in the romantic side of the Crusade can be aroused by having the subject matter of the speeches deal with the stirring deeds of the knights of old and particularly with the adventures of King Arthur and his Knights of the Round Table.

"Join the School Army of the Physically Fit" was the slogan for a Crusade contest conducted not long ago in the schools of Washington, D. C. A prize was warded to each Crusader who accomplished four things: first, became a knight banneret; second, obtained the consent of his or her parents for a thorough physical examination by the school medical inspector; third, secured the correction of any physical defects found, and fourth, attained normal weight, or within 5% of normal, by eating proper food and observing health rules. Such a contest would lend itself very well to both classes one and two.

In the high schools and colleges more advanced forms of poster, song and speaking contests can be used to advantage. Some may think that this field is quite beyond the need of the Crusade. But is it not in this field that our teachers are being trained? Here is perhaps our greatest opportunity, for upon the interest and enthusiasm of the teachers depends the success of Crusade work with the pupils. The value of health plays in stimulating interest in health work is undisputed. Let us have playwriting contests, then, for our third class, and a production of the best one as the prize, or one prize.

## Mr. Social Worker—Professional

A few years ago Dr. Abraham Flexner startled the social workers of the country by announcing that he did not consider social work a profession. There has been a good deal of criticism and comment on Dr. Flexner's pronouncement since that time. The consensus of opinion among social workers at the present time is clearly opposed to the views of Dr. Flexner.

This is evidenced in the rapidly-developing movement organized under the American Association of Social Workers. From every source and from almost every group of social workers have come commendation of the association's stand for social work as a profession and for social workers as professional men and women. One may find room for argument in an analysis of the content of the daily routine of a social worker, or in a study of his academic and professional requirements. Be that as it may, no one can deny that every year those movements for the betterment of human relations that are commonly known as social work are developing, increasing and improving the content of their programs. At the same time they are developing a more perfect technique.

A profession demands that the worker have a definite content of program which can be passed on by means of teaching to others, and that he have a methodology which is fairly stable so that it can be imparted to those who wish to learn it. Social workers are qualifying in both of these capacities.

Leading the movement is the American Association of Social Workers. The greatest need of the Association at the present time is the support of every man and woman to believe that he or she is doing a professional job and that recognition as a professional person is desirable.

For further information address the American Association of Social Workers, 130 East 22nd Street, New York City.

## Natural Ventilation for Hospitals

Natural ventilation is gradually but surely proving its worth. The May, 1922, number of Hospital Management has, under the title of "More Air and a Lower Coal Bill," a very interesting article by Dr. Wm. E. Watt, describing a system of natural ventilation in operation in the Bethany Hospital, Chicago, which is well worth the attention of persons interested in hospitals and schools.

## Letterhead Addresses

Attention of state and local secretaries is called by the secretary of a large city organization to the fact that a number of the association letterheads do not have a full address. There is a tendency on the part of some secretaries to prepare letterheads but omit the name of the city or the name of the state. For example, the National Association often gets letterheads on which some such city as "Springfield," without a state, is given. If the office does not happen to know the personnel in the correspondence, the letter might be related to one of a dozen Springfields in the United States. Not infrequently also letters are received that have no city name, simply giving some such address as "210 Front Street." Then, again, letterheads are received that do not have the name of the correspondent on them. If the correspondent does not sign his name in typewritten form under his signature, there is apt to be confusion. County organizations apparently suppose that everyone in the United States is familiar with their particular county. Some people happen to know that Cayuga County is in New York State, but not very many. There are few people that might know that Snohomish County is in Washington, but the number is limited. It is well to indicate the name of the state as well as the county in some way or other. A good way is to use a line such as the following: "Affiliated with the Blank State Tuberculosis Association," which immediately places the county in the proper state. If a county letterhead is used, there should also be some town or city headquarters indicated.

The National Association will gladly cooperate with local and state organizations in helping to lay out letterheads.

## Colorado Nutrition Institute

The Colorado Tuberculosis Association has been fortunate in securing the services of Dr. Wm. R. P. Emerson, of Boston, for a two weeks' Institute on the Nutritional Problems of Children. The Institute will be held in Denver from October 18 to November 1st, where excellent facilities for demonstration purposes are available.

The Institute is being conducted especially for physicians, public health nurses, dietitions, social workers, physical education and home economics teachers and other persons interested in nutrition.

The course is not limited to residents of Colorado but is available to students from neighboring states, Wyoming, Nebraska, Kansas, New Mexico and Utah.

Dr. Emerson's method enables the student to carry on a complete nutritional program in the public schools. Since it is now known that one-third of the school children in the country are malnourished, this training in nutritional work has become an essential factor in the health work of the schools.

Application for enrollment should be made at once to the Colorado Tuberculosis Association, 409 Barth Building, Denver.